









LITTERATI

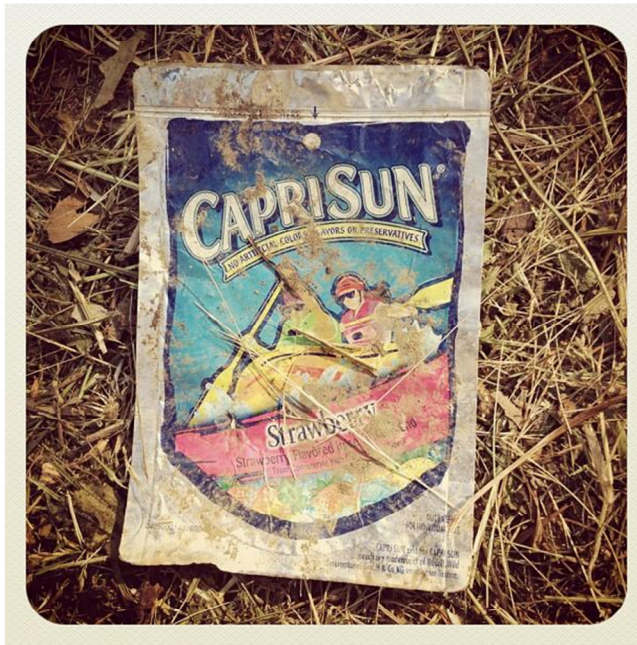
A LITTER FREE WORLD

How it works

- Find a piece of litter
- Photograph with Instagram
- Add "#litterati"
- Throw away litter







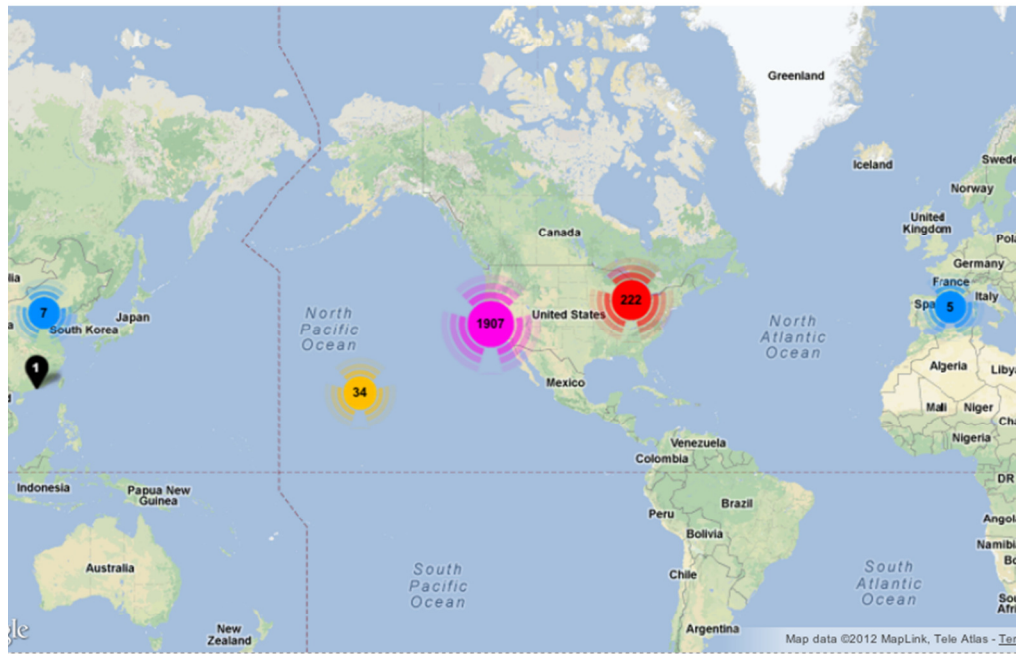


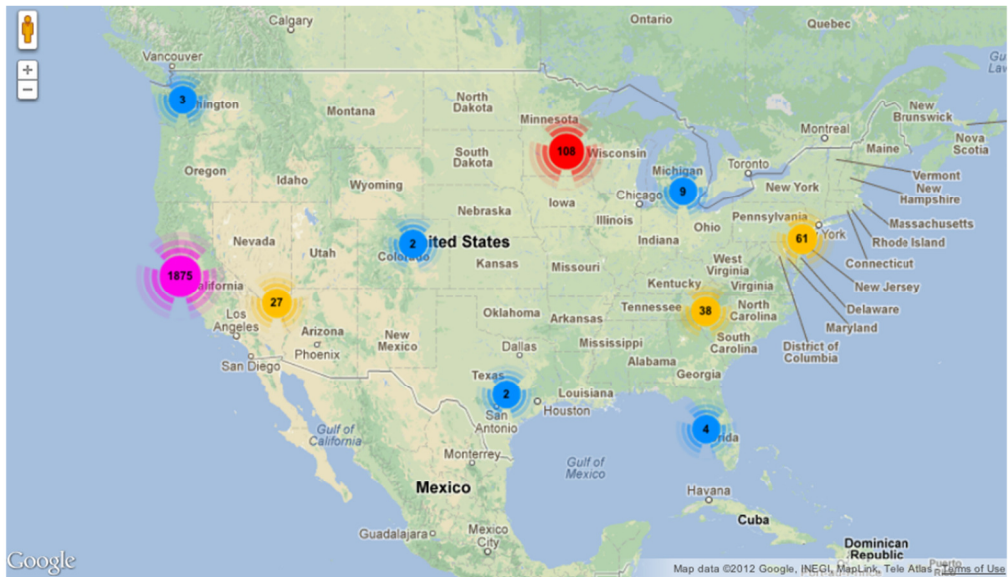


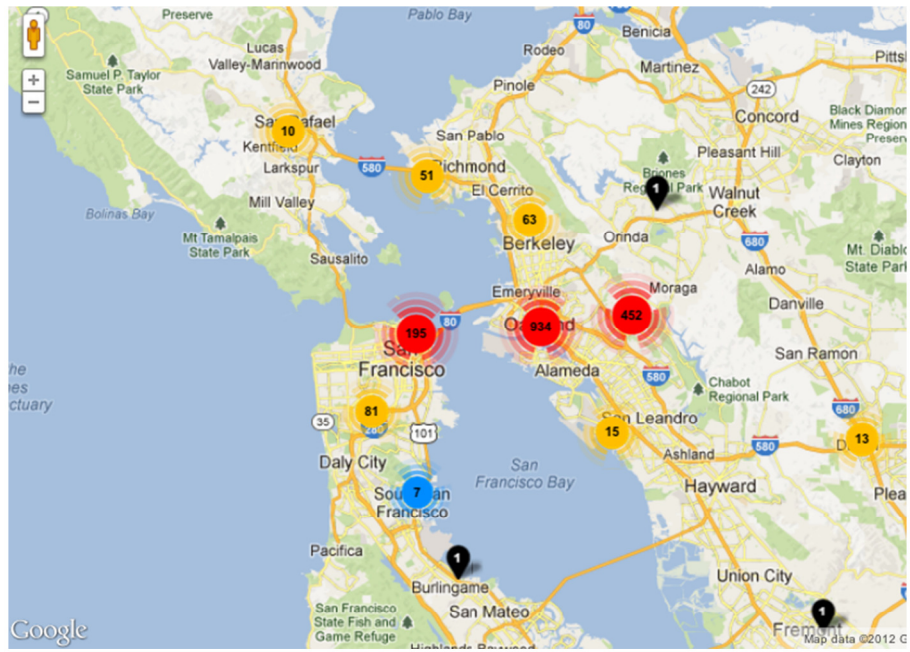


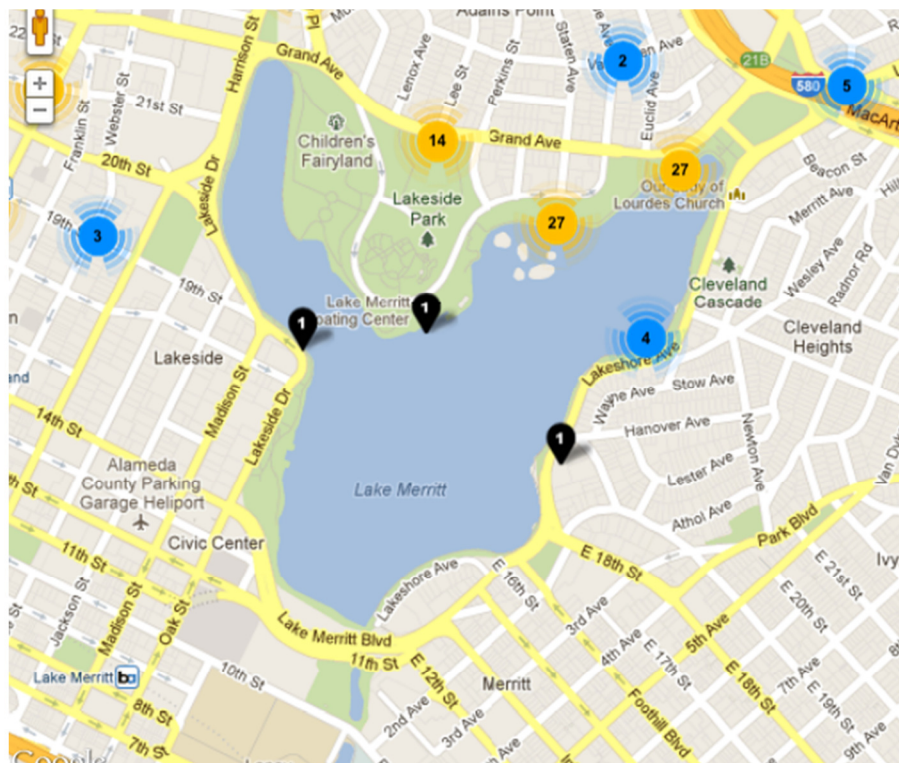
The Data

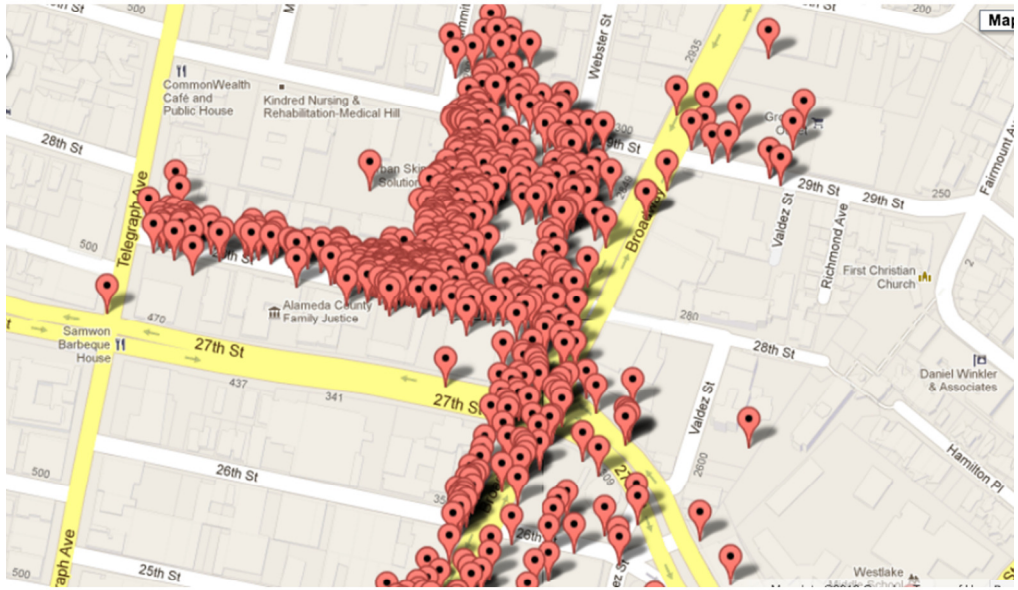
- Who
- What
- Where
- When









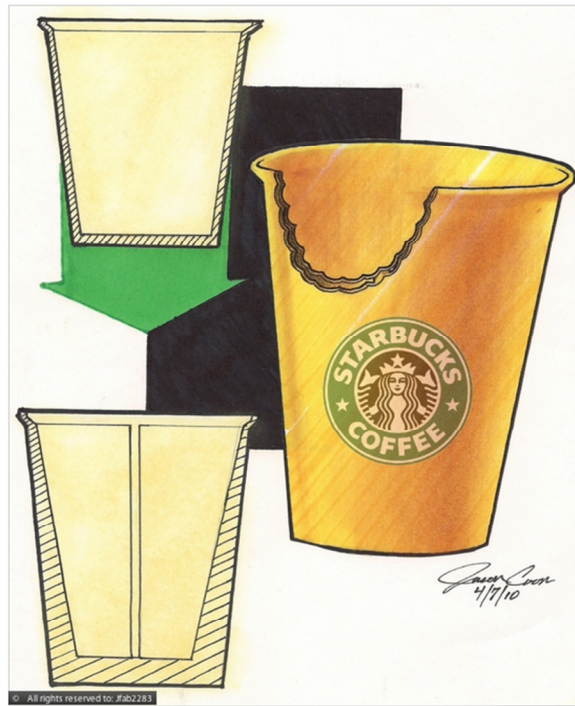






In 2008, Seattle-based Starbucks had said it wanted to serve 25 percent of all drinks in reusable cups by 2015. That goal has since been reduced to 5 percent. In January of 2013, Starbucks rolled out \$1 plastic cups in both the US and Canada.

The Edible Coffee Cup



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A litter-free world



The Litterati Impact

- 24,000+ pieces
- 28 states
- 40 countries
- 100's of brands & product types





Citarum ([Sundanese](#): *Walungan Citarum*) is a [river](#) in [West Java](#), [Indonesia](#). It has an important role in the life of the people of West Java, as it is used to support agriculture, water supply, fishery, industry, sewerage, electricity etc. There are three [hydroelectric](#) powerplant dams installed along this river; [Saguling](#), [Cirata](#), and Ir. H. Djuanda ([Jatiluhur](#)) hydroelectric powerplants, all supplying the electricity for [Bandung](#) and [Greater Jakarta](#) area. The Jatiluhur Dam with a 3 billion cubic meter storage capacity has the largest reservoir in Indonesia.^[1]

The river is [heavily polluted by human activity](#); about five million people live in the basin of the river.^{[2][3]}

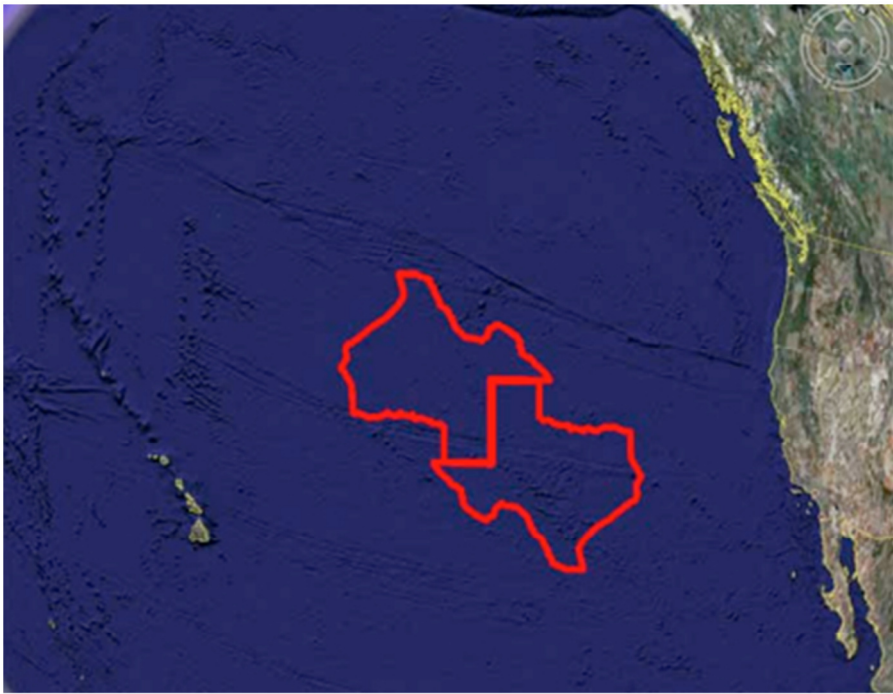
In [Indonesian history](#) the river is linked with 4th century [Tarumanagara](#) kingdom, as the kingdom and the river shared the same etymology, derived from the word "Tarum" ([Sundanese](#) for [indigo plant](#)). According to stone inscriptions and Chinese sources, also the archaeological sites such as [Batujaya](#) and Cibuaya, suggested that the human habitation and civilization has flourished in and around the river estuaries and river valley as early as 4th century and even earlier.

On December 5, 2008, the [Asian Development Bank](#) approved a \$500 million loan for cleaning up the river, calling it the world's dirtiest.^[4]

^[edit]Revitalization

In November 2011, the river revitalization began, with an expected cost of [Rp35 trillion](#) (\$4 billion) over a time frame of 15 years. The revitalization is occurring from Mount Wayang through 8 regencies and 3 cities for a distance of 180 kilometers . The target for the first 3 years is to pick up 10.5 million cubic meters of sedimentation.^[5]

^[edit]





One piece at a time.

Join the #Litterati



LITTERATI

A LITTER FREE WORLD



UPWORTHY


YAHOO!



Mashable



San Francisco Chronicle

A photograph of a dense forest with tall, thin trees and a path leading through them. The text is overlaid on the image.

**SMALL ACTS, WHEN
MULTIPLIED BY MILLIONS OF
PEOPLE, CAN TRANSFORM
THE WORLD.**

"Never doubt that a small group of thoughtful, committed, citizens can change the world. In fact, it is the only thing that ever has."

Margaret Mead

"Be the change you wish to see in the world."

Gandhi